

Notes from meeting with Catherine (home: 617-227-2101)

Companies of interest

- Compudigm
 - NZ
 - Digital Mapping
 - Search Internet for diabetes
- Windows/IBM relationship
- OEM
 - Customize product for user
- Molecular design, Ltd.
 - Information for drug discovery.

Area of interest: pick one!

- Clinical trials
- Drug discovery
- Micro array data

Product options

- Sell it as an integrated product
 - Directly to large software producers.
- Sell online as a downloadable tool
 - E.g. Triage. A decision tool for companies to make decisions. \$50 a pop. Spread by word of mouth.
 - Must interface with existing platforms.
- Sell it as a service
- Sell it as its own software package

Licenses

- Full license – get a % of sales
- Subscription basis for a monthly fee
- Full out sale

Who to sell to?

- Sell to the #2 competitor who needs it to gain an advantage on #1.
 - “incremental added value”
- Lexus Nexus, Dataquest, Google

Companies who may want to integrate it

- EDS – medical fraud investigation
- Insurance company

Future growth

- May start out as a license to competitor. Then work into its own software package. But it is hard to compete with the old competitor because they know how you operate. Try finding an orthogonal market.

Advisors

- Health care software advisors